



Be in Touch

# NCS Interactive Contact Management System

## Customers' Information at Your Fingertips

- *Personalised and Easily Accessible*
- *Seamless Integration with Third-Party Systems*
- *Transform Customer Interaction into Sales Opportunities*

### Overview

NCS Interactive Contact Management System (ICON) is the industry's leading e-Business application that improves call centre functions and customer service representatives' (CSRs) performance. It unifies helpdesk and information access to provide a single, personalised, and easily accessible Web-based system.

ICON enables organisations to track and manage customer information, buying preferences, product information and literature delivery. The system offers seamless integration to third-party applications, thus protecting your infrastructure. It manages the workflow of customers' enquiries and other business units in the day-to-day operations. Tracking customers' enquiries and requests from beginning to the end, business units will be able to manage all interaction with customers.



# Handling and managing customers' enquiries and requests at every touch points

## Functions

### CUSTOMER INFORMATION MANAGEMENT

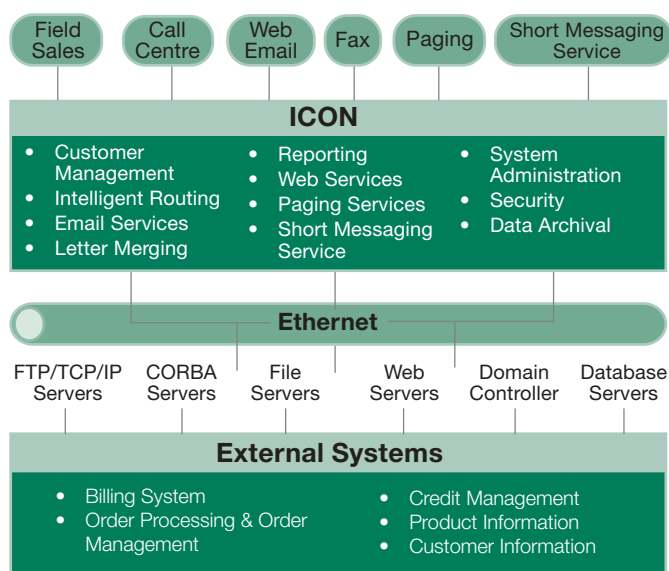
ICON is capable of interfacing with third-party systems to establish a complete view of the customer, account, contacts, product and service information. It increases productivity and helps CSRs address customer needs.

**Unified Web-based Access** - Providing a unified Web-based helpdesk allows CSRs to research issues by accessing the organisation's knowledge base through their Web browsers. CSRs can check the status of customers' service requests at any time, anywhere via the Intranet or Internet. This unified helpdesk enables other request-driven support departments to deliver information and solutions to the CSRs quickly.

### CUSTOMER INTERACTION MANAGEMENT

ICON offers CSRs a single, easily accessible Web-based platform to track and manage customers' interactions. This includes interaction mode, nature of calls, follow up actions and customer feedback.

**Process Workflow** - Organisation can define specific business rules and enforce service level commitment across all service requests. ICON enables organisation to customise the escalation processes to ensure that cases will be followed up promptly.



**Time and Activity Reports** - ICON enables the automatic generation of time and activity reports based on past activities, or customer interactions. It allows organisations to customise the type of reports, which include operational reports, statistical reports and management reports, on request or scheduled basis.

**Literature Delivery** - ICON enables CSRs to send standard emails, reply letters or faxes, together with promotional materials. Letter and email templates can be customised to each departmental requirement.

**Comprehensive Multichannel Capabilities** - ICON provides a comprehensive multichannel solution that allows organisations to manage, synchronise and coordinate customer interactions across all channels – over the Web, in the call centre, by field sales and service personnel.

### CAMPAIGN MANAGEMENT

ICON provides CSRs easy access to past interactions to prospecting customers. It enables organisations to manage their contacts using smart call scripts that guide them through conversations. Responses are collected for market analysis on potential products or services.

### INCREASED EMPLOYEE PRODUCTIVITY

Depending on your role in the call centre, organisations will be able to personalise their functions, thus maximising employee productivity. This significantly reduces the call handling time on gathering information from different sources and greatly increases the time available for CSRs to focus on core competencies.

**Computer-Telephony Integration** - ICON provides capabilities to interface with third-party Computer-Telephony Integration (CTI) and Interactive Voice Response (IVR) system to provide a single, flexible and intelligent call handling platform for increased productivity and customer satisfaction.

**Scalability and Ease of Deployment** - Being a Web-based solution allows greater flexibility to scale the system according to organisation requirements, ease of deployment and minimises disruption to operation.

## Contact NCS today!

As a leading regional information technology (IT) and communications engineering services provider, NCS aims to work closely with you to create business value through the innovative use of IT and communications engineering. With proven experience and expertise in consulting, development, integration and managed services, we bring end-to-end support for your organisation's entire technology life-cycle.